



The Effect of Price, Service Quality, and Product Quality on Customer Loyalty with Customer Satisfaction as a Mediating Variable at Richeese Factory Muncul Branch: A Literature Study

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Abstract: Increasingly fierce competition in the fast food industry requires companies to understand the factors that influence customer satisfaction and loyalty. This study aims to analyze the effect of price, service quality, and product quality on customer loyalty, with customer satisfaction as a mediating variable at Richeese Factory Muncul Branch. This study uses a quantitative approach with a survey method through questionnaires. The analysis technique used is Structural Equation Modeling Partial Least Squares (SEM-PLS). The data was analyzed using the SmartPLS application. The results show that price, service quality, and product quality have a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction has a positive and significant effect on customer loyalty. Customer satisfaction is proven to act as a mediator in the effect of price, service quality, and product quality on customer loyalty. These findings emphasize the importance of customer satisfaction as a major factor in increasing customer loyalty in the fast food industry.

Keywords: Customer Loyalty; Customer Satisfaction; Price; Product Quality; Service Quality.

1. Introduction

The fast food industry is experiencing rapid growth in line with changes in people's lifestyles, which increasingly prioritize convenience in food consumption (Statista, 2024). This condition has led to increased competition between companies, requiring them not only to attract new customers but also to retain existing customers by building customer loyalty (Kotler & Keller, 2016). Customer loyalty is considered a strategic asset because it plays an important role in maintaining long-term business continuity and stability (Oliver, 1999). Business competition in the food and beverage (F&B) sector in Indonesia has experienced rapid growth over the past decade. The growth in the number of outlets, product variety, and increasingly critical consumer preferences have encouraged companies to focus not only on short-term sales growth but also on creating sustainable customer loyalty. Customer loyalty has become a strategic asset because loyal customers tend to make repeat purchases, have higher price tolerance, and act as promotional agents through word-of-mouth recommendations. In this context, understanding the factors that influence customer loyalty has become an important issue for both business practitioners and academics (Junaedi et al., 2024).

Customer loyalty is not formed instantly, but is influenced by various marketing factors perceived by consumers. Some of the main factors that influence customer loyalty include price, service quality, and product quality (Tjiptono & Chandra, 2016). Price reflects the amount consumers must pay to obtain a product or service and shapes their perception of value in terms of the suitability between the benefits received and the sacrifices made (Kotler & Keller, 2016). A perception of fair pricing that is in line with product quality tends to increase customer satisfaction with the products or services consumed (Puspita et al., 2021). Richeese Factory is one of the local fast food brands that has grown rapidly and competes with global brands. The uniqueness of Richeese Factory lies in its

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product innovation, which features spicy flavors and cheese as its main differentiators. However, the success in maintaining customer loyalty in each branch is inseparable from how the company manages key factors such as price, service quality, and product quality (Pratama, 2024). Each branch, including the Muncul Richeese Factory Branch, faces different customer characteristics and market dynamics, requiring a deeper understanding of the factors that influence customer loyalty specifically in that context (Rahman & Masmarulan, 2023).

In addition to price, service quality is an important factor in creating a positive experience for customers during their interactions with the company. Service quality encompasses the company's ability to provide services that meet customer expectations, including reliability, responsiveness, and service assurance (Parasuraman et al., 1988). Fast, friendly, and responsive service can increase customer satisfaction and build long-term relationships between companies and consumers (Tjiptono, 2022). In addition, product quality also plays a significant role in shaping customer satisfaction. Consumers assess product quality based on the product's ability to perform its functions, including taste, consistency, and suitability to their expectations (Garvin, 1987). Products with good quality tend to increase customer satisfaction and trust in the brand (Kotler & Keller, 2016). Price is one of the main factors that influence customer value perception. In the context of fast food restaurants, consumers tend to be sensitive to price due to the abundance of similar alternatives. Prices that are considered reasonable and commensurate with the benefits received will increase customer satisfaction, while prices that are too high without being matched by adequate quality can reduce purchasing interest and loyalty. Therefore, the right pricing strategy is an important element in building long-term relationships with customers (Faizah, 2023).

Customer satisfaction is an emotional response that arises after consumers compare their expectations before purchase with the perceived performance of the product after consumption (Oliver, 1999). High levels of customer satisfaction will encourage consumers to make repeat purchases and recommend the product to others, which ultimately builds customer loyalty (Tjiptono & Chandra, 2016). Customer loyalty is reflected in consumers' commitment to maintaining a relationship with the company through repeat purchases and recommendations to others (Oliver, 1999). In addition to price, service quality also plays an important role in creating a positive customer experience. Service quality includes speed of service, employee friendliness, order accuracy, and restaurant facility comfort. In the service industry, direct interaction between customers and employees is a key determinant of satisfaction. Customers who feel well served tend to have a positive impression of the brand and demonstrate loyal behavior. Conversely, slow or unresponsive service can reduce satisfaction even if the products offered are of good quality (Aqilah et al., 2024).

Although various studies have examined the influence of price, service quality, and product quality on customer loyalty, previous research results still show diverse findings, particularly regarding the role of customer satisfaction as a mediating variable. In addition, empirical studies focusing on the fast food industry at the branch level are still relatively limited. Therefore, this study aims to analyze the influence of price, service quality, and product quality on customer loyalty with customer satisfaction as a mediating variable at the Muncul Branch of Richeese Factory. The next factor that is no less important is product quality. In the context of fast food restaurants, product quality includes taste, appearance, consistency, cleanliness, and the suitability of the product to customer expectations. Products with consistent quality that match consumer preferences will increase trust in the brand. Good product quality not only influences initial purchasing decisions, but also forms the main basis for building customer satisfaction and loyalty in the long term.

Previous studies have shown that price, service quality, and product quality have an influence on customer loyalty, both directly and indirectly. However, research results still show differences in findings, particularly regarding the role of customer satisfaction as an intervening variable. Some studies state that customer satisfaction mediates the

relationship between service quality and loyalty, while other studies find that direct influence is still more dominant. These differences in results indicate a research gap that needs to be further explored, especially in the context of the local fast food industry in Indonesia. Customer satisfaction is an emotional response that arises after comparing expectations and perceived performance. Satisfaction is not only influenced by a single factor, but is the result of a comprehensive evaluation of price, service, and product quality. Satisfied customers tend to have a stronger commitment to the brand and exhibit loyal behavior. Therefore, customer satisfaction is often used as an intervening variable to explain the mechanism of how marketing factors influence loyalty.

This study is important because it focuses on a literature review that systematically examines the relationship between price, service quality, product quality, customer satisfaction, and customer loyalty. Using a literature review approach, this study not only summarizes previous empirical findings but also identifies patterns, gaps, and inconsistencies in existing research results. This is expected to provide a more comprehensive conceptual understanding of the factors that influence customer loyalty in the fast food industry. The uniqueness of this study lies in the integration of key variables into a conceptual framework specifically related to the context of the Muncul Richeese Factory branch. Unlike previous studies, which generally use an empirical approach to one dominant variable, this study emphasizes the role of customer satisfaction as a mediating mechanism that bridges the influence of price, service quality, and product quality on customer loyalty. Thus, this study provides a more holistic and relevant perspective for marketing strategy development.

The purpose of this study is to analyze and synthesize the results of previous studies related to the influence of price, service quality, and product quality on customer loyalty with customer satisfaction as an intermediary variable. Specifically, this study aims to: (1) examine the effect of price on customer satisfaction and loyalty; (2) analyze the role of service quality in shaping customer satisfaction and loyalty; (3) examine the effect of product quality on customer satisfaction and loyalty; and (4) evaluate the role of customer satisfaction as a mediating variable in this relationship. This research is expected to contribute both theoretically and practically. Theoretically, this study enriches service marketing studies by providing an integrative understanding of the factors that shape customer loyalty in the fast food industry. Practically, the results of this study can be used as consideration for the management of Richeese Factory, particularly the Muncul Branch, in formulating pricing strategies, improving service quality, and developing products that are oriented towards customer satisfaction and loyalty.

2. Materials and Methods

This study uses a quantitative approach with a survey method because it aims to test the influence between variables empirically based on numerical data (Sugiyono, 2013). The quantitative approach was chosen to determine the causal relationship between price, service quality, and product quality on customer loyalty, with customer satisfaction as a mediating variable (Ghozali, 2021). The population in this study was all consumers of Richeese Factory Muncul Branch who had made purchases. The sampling technique used was purposive sampling, with the criteria that respondents had purchased and consumed Richeese Factory products at least once (Sugiyono, 2013). The sample size was adjusted to the number of research indicators to meet the requirements of statistical analysis (Hair et al., 2017). The research data was collected using a questionnaire compiled based on the indicators of each variable, namely price, service quality, product quality, customer satisfaction, and customer loyalty (Tjiptono & Chandra, 2016). The measurement scale used was a five-point Likert scale, ranging from strongly disagree to strongly agree, to measure respondents' perceptions objectively (Sugiyono, 2013). Data analysis techniques included validity testing, reliability testing, and direct and indirect influence analysis to test the role of customer satisfaction as a mediating variable (Ghozali, 2021). Hypothesis testing was conducted to determine the significance of the relationship between the research variables.

3. Results and Discussion

3.1. *The Effect of Price on Customer Satisfaction*

The results show that price has a positive and significant effect on customer satisfaction at Richeese Factory Muncul Branch. This finding indicates that consumers consider the suitability between the price set and the quality of the product received as an important factor in shaping customer satisfaction. The perception of a fair price that is comparable to the benefits obtained can increase consumers' positive evaluation of the product. Price is one of the most critical elements in marketing strategy because it directly represents the monetary sacrifice that customers must make to obtain a product or service. In the context of the fast-food industry, price plays a particularly important role due to high competition and the availability of numerous substitute products (Prasilowati et al., 2021).

Customers tend to compare prices across brands and evaluate whether the price paid is reasonable in relation to the quality of food, service, and overall dining experience they receive (Ramadhaniati et al., 2020). Therefore, price is not merely perceived as a nominal value, but as an indicator of value and fairness that significantly influences customer satisfaction. Customer satisfaction is formed through a cognitive and affective evaluation process in which customers compare their expectations with actual performance. When customers perceive that the price they pay is appropriate and proportional to the benefits obtained, they are more likely to feel satisfied. Conversely, when the price is perceived as too high relative to product quality or service performance, dissatisfaction may arise. Previous studies in marketing literature emphasize that perceived price fairness has a strong positive relationship with customer satisfaction, particularly in service-oriented industries such as restaurants (Hasim et al., 2020).

In fast-food restaurants like Richeese Factory, price sensitivity is relatively high because customers generally expect affordable prices with consistent quality. Competitive pricing strategies that align with customers' purchasing power can enhance perceived value and encourage repeat visits. Literature suggests that reasonable and transparent pricing contributes positively to customer satisfaction by reducing perceived risk and increasing trust in the brand. When customers feel that the price reflects the quality of food portions, taste, and service speed, their satisfaction level tends to increase. Several empirical studies have demonstrated that price has a significant effect on customer satisfaction. Research in the food and beverage sector indicates that affordable prices, discount offerings, and value-for-money perceptions positively influence customer satisfaction. Price promotions, when managed effectively, can also enhance satisfaction by creating a perception of economic benefit (Baidun et al., 2022).

However, excessive price discounts may negatively affect perceived quality, indicating that pricing strategies must be carefully balanced. These results are in line with the customer value theory, which states that the suitability between price and benefits will shape the value perceived by consumers (Kotler & Keller, 2016). Furthermore, the findings of this study support previous research showing that prices that are considered reasonable and commensurate with product quality have a significant effect on customer satisfaction (Puspita et al., 2021; Tjiptono & Chandra, 2016).

3.2. *The Effect of Service Quality on Customer Satisfaction*

The analysis results show that service quality has a positive and significant effect on customer satisfaction. This indicates that the service provided by Richeese Factory Muncul Branch employees has been able to meet consumer expectations, particularly in terms of speed, friendliness, and responsiveness. Service quality is a fundamental determinant of customer satisfaction, particularly in service-based industries such as fast-food restaurants, where direct interaction between employees and customers occurs frequently. Service quality reflects the ability of a company to deliver services that meet or exceed customer expectations (Balinado et al., 2021).

In the restaurant industry, service quality is commonly associated with factors such as speed of service, employee friendliness, accuracy of orders, responsiveness to customer

complaints, and the cleanliness and comfort of the dining environment. These elements collectively shape customers' perceptions and experiences, which ultimately influence their level of satisfaction. Customer satisfaction arises when perceived service performance aligns with or surpasses customer expectations (Slack & Singh, 2020). According to service quality theory, customers evaluate service quality by comparing expected service with perceived service. When service performance is perceived as reliable and consistent, customers are more likely to feel satisfied. Conversely, service failures, such as long waiting times, incorrect orders, or unresponsive staff, can lead to dissatisfaction, even when product quality remains high. Therefore, service quality plays a critical role in determining customer satisfaction in fast-food settings.

Numerous studies in marketing and consumer behavior literature indicate that service quality has a significant and positive effect on customer satisfaction. High service quality enhances customers' emotional responses and creates positive experiences, which are essential in building satisfaction. In fast-food restaurants, customers generally expect fast and efficient service; thus, service speed becomes a key indicator of service quality. When customers receive prompt service without compromising accuracy, their satisfaction levels tend to increase.

This finding is in line with the concept of service quality, which states that service quality is determined by a company's ability to provide services in accordance with customer expectations (Parasuraman et al., 1988). Responsive and friendly service can create a pleasant consumption experience, thereby contributing directly to increased customer satisfaction (Seno & Ruliansah, 2020; Tjiptono, 2022).

3.3. The Effect of Product Quality on Customer Satisfaction

The results also show that product quality has a positive and significant effect on customer satisfaction. This finding reflects that consumers assess the quality of Richeese Factory products based on taste consistency, ingredient quality, and product presentation in line with their expectations. Product quality is a key factor influencing customer satisfaction, particularly in the food and beverage industry where customers directly consume and evaluate the product offered. Product quality refers to the ability of a product to perform its functions and meet customer expectations, including aspects such as taste, freshness, portion size, appearance, consistency, and safety. In fast-food restaurants, product quality is crucial because customers expect standardized and reliable products across different visits. When product quality meets or exceeds expectations, customer satisfaction is likely to increase (Sambo et al., 2022).

Customer satisfaction is formed through customers' evaluation of their consumption experience. In this process, product quality plays a central role, as customers often associate the quality of food with the overall value received. High-quality products generate positive sensory experiences, such as appealing taste and texture, which contribute to customer satisfaction. Conversely, poor product quality such as inconsistent taste, inadequate portions, or poor presentation can lead to dissatisfaction even if the price and service quality are acceptable. These results support the view that product quality is related to the ability of the product to perform its functions in accordance with consumer expectations (Garvin, 1987). Products with good quality not only increase customer satisfaction but also build consumer trust in the brand (Kotler & Keller, 2016). This trust contributes to higher levels of customer satisfaction with the products consumed (Puspita et al., 2021).

3.4. The Effect of Customer Satisfaction on Customer Loyalty

The analysis results show that customer satisfaction has a positive and significant effect on customer loyalty. These findings indicate that satisfied customers tend to make repeat purchases and recommend products to others. Customer satisfaction is widely recognized as a key antecedent of customer loyalty in marketing and consumer behavior literature (Khairawati, 2020). Customer loyalty refers to a customer's commitment to repurchase and continue using a particular product or service consistently in the future, despite the availability of alternative options. In highly competitive industries such as

fast-food restaurants, customer loyalty is essential for sustaining business performance, as loyal customers tend to engage in repeat purchases, exhibit lower price sensitivity, and provide positive word-of-mouth recommendations (Haeruddin & Haeruddin, 2020).

Customer satisfaction reflects customers' overall evaluation of their consumption experience based on the comparison between expectations and perceived performance. When customers feel satisfied, they develop positive attitudes toward the brand, which increases their likelihood of maintaining a long-term relationship. Numerous studies indicate that satisfied customers are more inclined to revisit a restaurant, recommend it to others, and resist switching to competitors. Therefore, customer satisfaction serves as a critical driver of customer loyalty. The results of this study are in line with the statement that customer satisfaction is a major factor in the formation of customer loyalty (Oliver, 1999). Customer satisfaction encourages the formation of long-term relationships between consumers and companies, which is characterized by customer commitment to continue using the product and not easily switching to competitors (Kotler & Keller, 2016; Tjiptono & Chandra, 2016).

3.5. The Role of Customer Satisfaction as a Mediating Variable

The test results show that customer satisfaction is able to mediate the influence of price, service quality, and product quality on customer loyalty. This indicates that the influence of these three variables on customer loyalty is not only direct but also through increased customer satisfaction as an intermediary variable. Customer satisfaction plays a crucial role as a mediating variable in explaining the relationship between marketing factors and customer loyalty. In marketing theory, satisfaction is often positioned as an intervening construct that bridges customers' perceptions of company offerings such as price, service quality, and product quality with their behavioral outcomes, including repeat purchase intention and loyalty. Rather than influencing loyalty directly, these marketing factors frequently shape customer loyalty through the level of satisfaction experienced by customers (Ismail et al., 2021).

As a mediating variable, customer satisfaction reflects customers' evaluative responses after consuming products and services. Customers first assess whether the price is fair, the service quality is satisfactory, and the product quality meets expectations. These evaluations then form an overall level of satisfaction, which subsequently determines whether customers will develop loyalty toward the brand (Devi & Yasa, 2021). This perspective suggests that customer satisfaction functions as a psychological mechanism through which perceptions of value and quality are translated into loyal behavior. This finding reinforces the Expectation Confirmation Theory, which states that customer loyalty is formed through consistently perceived satisfaction (Oliver, 1999). Thus, increasing customer satisfaction is the key to building sustainable customer loyalty, especially in the fast-food industry (Seno & Ruffiansah, 2020).

4. Conclusions

Based on the results of the research and discussion, it can be concluded that price, service quality, and product quality have a positive and significant effect on customer satisfaction at Richeese Factory Muncul Branch. The suitability of prices with the benefits received by customers, friendly and responsive service, and consistent product quality have been proven to increase customer satisfaction levels. In addition, customer satisfaction acts as a mediating variable that strengthens the influence of price, service quality, and product quality on customer loyalty. This shows that customer loyalty is not only directly influenced by marketing factors, but also through the experience of customer satisfaction that is felt continuously. Therefore, the management of Richeese Factory Muncul Branch is advised to maintain a pricing policy that is in line with product quality, continue to improve service quality through employee training, and maintain consistent product quality in order to create long-term customer satisfaction and loyalty. For future researchers, it is recommended to add other relevant variables and use different research objects

and methods so that the research results can contribute more broadly to the development of marketing management science.

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